



January 2014 Labor Supply versus Labor Demand

Online job advertisements in South Carolina, as reported by the Conference Board's Help Wanted OnLine® (HWOL) data series, showed an increase of 1,736 ads from December 2013 to January 2014. Compared to January 2013, South Carolina had an upturn of approximately 2,100 ads. Across the United States, online ads saw a decrease of 26,306 in the last month.

Labor demand in the Trident Workforce Area (Berkeley, Charleston, and Dorchester counties) was greatest with 10,929 posted advertisements. The Midlands Workforce Area (Fairfield, Lexington, and Richland counties) followed with 10,284 online ads. All 12 workforce areas experienced some level of decrease from the previous month. Statewide, the labor supply (the unemployed) versus demand rate is 2:1.

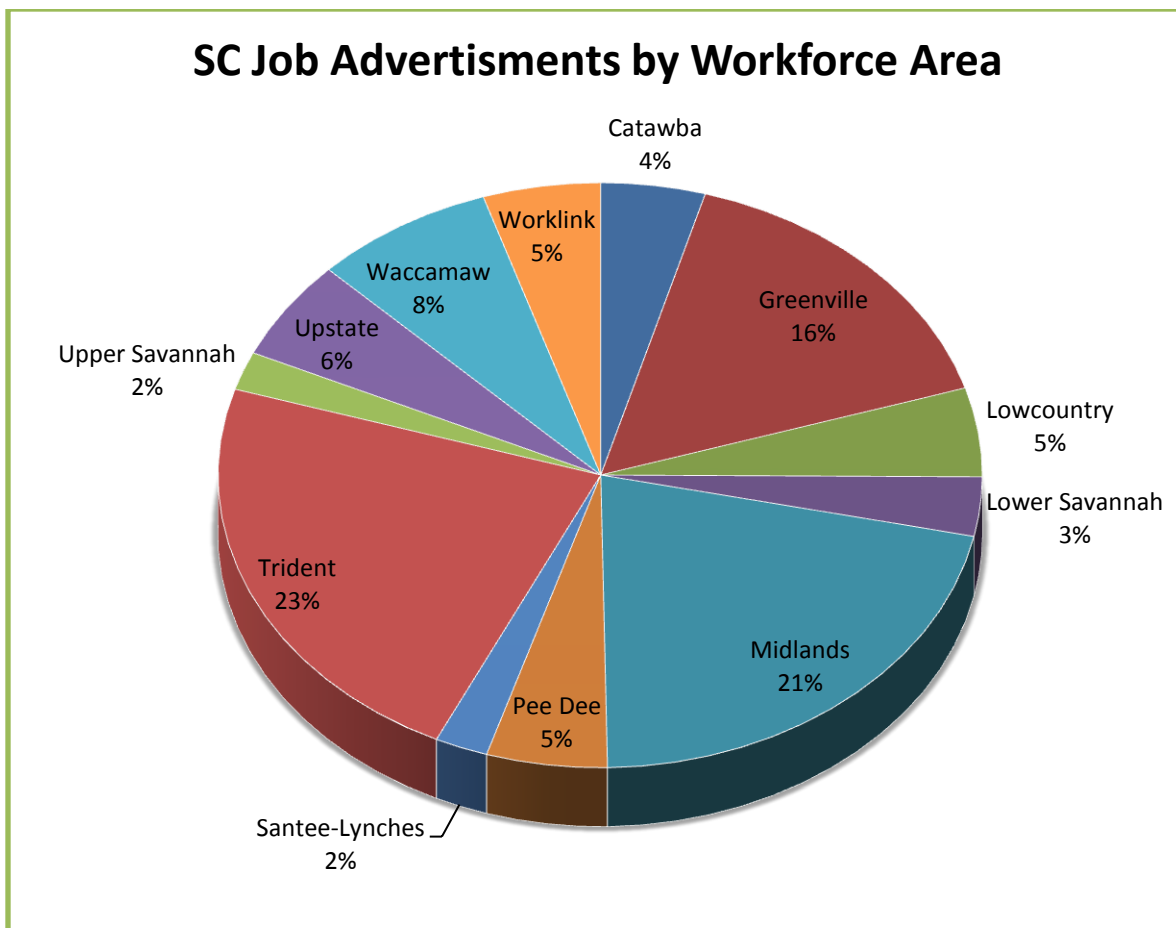
Supply-Demand Ratio by Workforce Area for January 2014

Workforce Area	Job Openings	Unemployed	Unemployed per Opening Ratio
Catawba	2,123	13,760	6:1
Greenville	7,600	11,899	2:1
Lowcountry	2,368	6,533	3:1
Lower Savannah	1,576	12,309	8:1
Midlands	10,284	19,049	2:1
Pee Dee	2,456	12,779	5:1
Santee-Lynches	1,078	6,805	6:1
Trident	10,929	18,288	2:1
Upper Savannah	1,021	7,778	8:1
Upstate	2,670	11,661	4:1
Waccamaw	3,674	13,760	4:1
Worklink	2,394	10,326	4:1
South Carolina (SA)	61,541	138,268	2:1
United States (SA)	4,918,081	10,236,000	2:1

(SA) Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine® data series, The US Department of Labor: Bureau of Labor Statistics, South Carolina Department of Employment and Workforce: Labor Market Information

Data was generated on April 30, 2014: 2014 revisions applied to January 2014 report



The Conference Board Help Wanted OnLine® (HWOL) data series measures online jobs advertisements (rounded) from about 16,000 major Internet job sites and smaller job sites that serve niche markets and smaller geographic areas. Online job advertisement may or may not have multiples job openings. The level of ads in print and online can change for reasons not related to overall job demand.

Source: The Conference Board Help Wanted OnLine® data series, The US Department of Labor: Bureau of Labor Statistics, South Carolina Department of Employment and Workforce: Labor Market Information